

CHAPTER I

INTRODUCTION

A. Background of the Study

People, as social human beings use language to communicate with others. By using language, the most important means of communications, they can express their ideas and feeling to other persons. According to O' Grady (1987:1) language is many things – a system of communication, a medium for thought, a vehicle for literary expression, a social institution, a matter for political controversy, a factor in nation building. There are two kinds of communication, direct communication and indirect communication.

Direct communication is sometime hard to do because one can not depend only on the face to face communication as it needs more time and cost that constitute the main factors happening the effectiveness of direct communication. While, indirect communication, of course, needs a medium that is capable to impart factual information and convey essential messages simultaneously until the messages are widely distributed. The medium is usually called “mass communication is communication addressed to the masses, to an extremely large audience. This does not mean that the audience includes all people or everyone who reads or everyone who watches television; rather it means an audience that is a large and generally rather poorly defined (Devito in Effendi,1997:21).

From the general point of view, mass media is divided into whether it is spoken or written. Spoken mass media is usually performed through electronic equipments like radio and television. Radio gives its news through the sense of sound, whereas television and motion pictures appeal both to the visual and auditory senses. The written ones cover any printed mass media such as brochures, bulletins, magazines, newspapers, and so on which carry the information through the sense of sight.

However, both magazines and newspapers play very important role in sending informations to public. Thus, looking at this main function of printed mass media that is as the source of information, the texts are mostly news texts. On that account, the news is then very interesting to be investigated.

Most of daily newspapers have some pages consisting of many columns such as business column, political column, law column, opinion column, sport column, advertisement column, general news and the others.

Indonesia as a developing country needs some information of science and technology from other countries. The language usually used to convey them is English. For the reason that English is widely learnt by many people in developing countries, especially Indonesia. To motivate the English ability to Indonesian people, English subject is given earlier. In fact English subject is not only given in Junior High School but also in Elementary School.

That is why English learning, some of Indonesian people are able to learn and use English and it will influence in daily activity involving the journalists. In

writing news, they are often influence on foreign language especially English. Indonesian newspaper and magazines are mass media that have potentiality to absorb English words or phrases. There are some ways to use English vocabulary used in newspaper especially Jawa Pos, they are: (1) In bold type e.g.: **Cover story**, (2) In italic e.g.: Sejak peluit *kick off* berbunyi, mereka langsung menggebrak pertahanan Pelita., (3) Get Indonesian prefix e.g.: Tak ada lagi yang bersedia membiayai proyek-proyek yang *di-mark up*, apalagi yang fiktif dan spekulatif, (4) By writing English vocabulary and it's Indonesian translation e.g.: Kata Sam Michael hilangnya sayap vertikal di sisi kokpit mengurangi *down force* (daya tekan) sekitar 15 persen, alias detik per lap, Konsorsium ini melibatkan Fujitsu, Hitachi, dan NEC- akan mengembangkan peranti lunak (*soft ware*) penyatuan kekuatan komputasi ribuan PC (komputer personal), (5) As the name of science or international expression that have not be adopted yet with their spellings e.g.: Itupun harus menggunakan *Memorandum of Understanding* (MoU) dengan lembaga-lembaga milik negara., (6) As the title of book, magazine, and newspaper, e.g.: Nama Yusuf Islam menjadi perbincangan kala ia mendukung hukuman mati terhadap penulis Iran Salman Rusdhie, yang menulis buku "*The Satanic Verses*".

From this reason the writer is interested in doing a research about English vocabulary used in Jawa Pos. The writer considers that the vocabulary used in newspaper especially in Jawa Pos is so interesting, that the writer intents

to do a further research with the title: “AN ANALYSIS ON ENGLISH VOCABULARY USED IN JAWA POS”.\

B. Previous Research

The study of An Analysis On English Vocabulary used In Newspaper has been analyzed by Anis Suwaibah (2001) with the title “*A Descriptive Study of Indonesian English Code Mixing Used by Metropolis Teenagers in “DETEKSI” Column of Jawa Pos*”. The writer uses descriptive qualitative method by describing and explaining the data taken from “DETEKSI” column of Jawa Pos published on April 2001. In conducting the study the writer uses documentation method for collecting the data. She focuses on the forms of code mixing used by Metropolis Teenagers in Surabaya find in “DETEKSI” column of Jawa Pos, the functions, and the factors influencing the use of Indonesian-English code mixing.

Another research is “*A Sociolinguistic Analysis on English-Indonesian Code Mixing Used in EURO 2000 in Jawa Pos 2000*” by Sulastri (2001). This study observes the form, how messages conveyed and the reason of using English-Indonesian code mixing. The study takes the data from Jawa Pos published on June 11,2000 until July 4,2000. To identity the form of code mixing the researcher use theory presented by Suwito. Meanwhile to obtain the reasons and how the message are conveyed the researcher applies SPEAKING Hymes Theory.

The writer takes the title “ *An Analysis On English Vocabulary Used In Jawa Pos*”. She analysis the ways English vocabulary used in Jawa Pos and the possible reasons of using English vocabulary used in Jawa Pos

C. Problem Statement

To achieve the objective of this study, the writer formulates the problem of the study as follows :

1. How are the English vocabulary used in Jawa Pos?
2. What are the forms and parts of speech of English vocabulary used in Jawa Pos ?
3. What are the possible reasons of using English vocabulary?

D. Limitation of the Study

In this research the English vocabulary use in Jawa Pos is analyzed. The analysis will concern the English vocabulary used in Jawa Pos. this research describes the usage of English vocabulary in Jawa pos published on March to May 2003. They are taken from any columns in this newspaper. The writer takes two issues per week randomly.

E. Objective of the Study

The objectives of the study are:

1. To describe the ways English vocabulary used in Jawa Pos.

2. To describe the forms and parts of speech of English vocabulary used in Jawa Pos.
3. To describe the possible reasons of using English vocabulary in Jawa Pos.

F. Benefit of the Study

There are two benefits on studying this:

1. Theoretical Benefit

On theoretical benefit, the researcher hopes that this study can contribute to the science of linguistics especially on the study of vocabulary.

2. Practical Benefit

On practical benefit, the researcher hopes that this study can improve the students or readers knowledge in understanding English language used in Jawa Pos.

G. Paper Organization

The writer is going to organize this research paper in order to make the readers understand the content of this research easily. The following part shows the content covered by the research paper.

Chapter I is introduction. It covers background of the study, previous research, problem statement, limitation of the study, objective of the study, benefit of the study, and paper organization.

Chapter II is underlying theory, including the notion of newspaper, function of newspaper, the notion of vocabulary, the kinds of vocabulary,

the notion of borrowing, the reasons of borrowing words, the way of English borrowing words, concept of code mixing, types of code mixing, purpose of code mixing, reasons of code mixing, parts of speech, and Dell Hyme's theory: SPEAKING.

Chapter III is research method. It covers type of research, object of research, data and source of the data, technique of collecting data, and technique of analyzing data.

Chapter IV is analysis and discussion. This chapter concerns with data presentation, data analysis, and discussion of the findings. In this chapter the researcher will focus on the way to analyze English vocabulary used in Jawa Pos.

Chapter V is conclusion and suggestion.